

Mass in Motion - Melrose/Wakefield

Mass in Motion 2013 Community Report

About Mass in Motion – Melrose/Wakefield, a Program of the City of Melrose and Town of Wakefield Health Department

Mass in Motion - Melrose/Wakefield works locally to increase opportunities for Melrose and Wakefield residents to eat better and move more in the places they live, learn, work, and play. Melrose and Wakefield are among 52 cities and towns throughout the Commonwealth that are part of the Massachusetts Department of Public Health's Mass in Motion Municipal Wellness and Leadership Program.

Priority Initiatives

- Safe Routes to School – making safe, walkable routes to school available
- Healthy Dining – offering healthier options at local restaurants
- Healthy Markets – offering healthier options at neighborhood convenience stores
- Farmers' Market – making local produce affordable and accessible
- School Nutrition – offering healthier foods in schools

Accomplishments

- **11 elementary and middle schools** participate in Safe Routes to Schools
- **7 corner stores** participate in the Healthy Market initiative; that's over 20% of our stores
- The first **6 restaurants** were recruited into the Healthy Dining program in 2013
- **2 farmers markets** accept WIC/SNAP; there were **285 WIC/SNAP purchases**

Quote

[need a new quote] - Kara Showers, Mass in Motion Coordinator

Obesity Rate: 19.9-21.3% (obesity rate for grantees with multiple cities and towns is weighted by population)

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Success Story

The Healthy Market Program in Melrose and Wakefield flourished in 2013. All 7 stores were approached, recruited, and were eager participants. The owners and managers have had a genuine interest in learning about what types of healthy products the program suggests that they stock and why. They have been proactive in swapping canned fruit in heavy syrup for canned fruit in 100% juice for

example. Fresh fruit now available for Melrose and Wakefield customers has ranged from pomegranates to bananas and has been flying off the shelves in many cases. Simply adding a basket to the counter to display the fruit has been an inexpensive way to draw customer attention to the product and make that sale.

Healthy Eating Highlights

- Families can now find fresh fruits, vegetables, healthy products and menu selections while supporting local business at Petrone's, Cappa's Trackside Kitchen, Common Market, Bob's Market, West Wyoming Market, Melrose Shell, Dockside, Laurie's 9:09, Phuket, Boston Yogurt, 7-Eleven, Wakefield Sunoco, and Fast Freddie's.

Active Living Highlights

- All 11 elementary schools and middle schools are now participants in the nationally renowned Safe Routes to School program!

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Community Partners (List)

0600 Conditioning, Fit Lifestyle Studios, Friends of the Fells, Hallmark Health (Joslin Diabetes Center Affiliate, Rehabilitation Services, North Suburban Child and Family Resource Network, North Suburban WIC, Comprehensive Breast Center, Lactation Program/Baby Cafe), Full Circle Design, Infuze Dance Fitness, Melrose Chamber of Commerce, Melrose Family YMCA, Melrose Free Press, Melrose Health Department, Melrose Mayor Robert J. Dolan's Office, Melrose Parks Department, Melrose Patch, Melrose Public Schools & PTO's, Melrose Recreation Department, Melrose Shell/Nouria Energy (Healthy Corner Store), Melrose/Wakefield Hospital, Melrose Weekly News, Memorial Hall Operations, Whole Foods Market Melrose, Beebe Memorial Library, Dockside Restaurant (Healthy Dining restaurant), Friends of the Fells, Laurie's 9:09 Gastro-Diner (Healthy Dining restaurant), Mystic Runners of Wakefield, PrintGraphics, Inc., Wakefield Chamber of Commerce, Wakefield Chronicle, Wakefield Daily Item, Wakefield Health Department, Wakefield Observer, Wakefield Patch, Wakefield Public Schools & PTO's, Wakefield Town Administrators Office, Wiwat: Integrated Lifestyle Medicine

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